bcc: S. Parrish
C. Purcell
H. Steele
D. Werth

PHILIP MORRIS

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September 22, 1994

BY COURIER

Ms. Sheri Thomas
Division of Advertising Practice
Federal Trade Commission
601 Pennsylvania Avenue, N.W.
Room 4114
Washington, D.C. 20580

FTC File No. 942-3118

Dear Ms. Thomas:

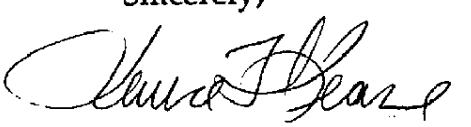
Enclosed you will find the Special Report of Philip Morris Incorporated for calendar year 1993 as required by the Commission's Order to File a Special Report dated June 21, 1994.

We are providing a diskette copy of data responsive to the Order in an IBM/PC compatible database format.

We have designated all of the information contained in the Special Report, except that in Items 1, 2, 3 and 6, as confidential. In doing so, we rely upon the applicable provisions of the Federal Trade Commission Act (as amended) and the Commission's rule of practice.

Although the Order to File a Special Report requests that the accrual rather than the cash basis of accounting be used on assigning expenditures to a given year, pursuant to the Commission's request, we are using wherever possible, a cash method of accounting to report costs relating to coupons and other comparable promotional items.

Sincerely,



Source: https://www.industrydocuments.ucsf.edu/docs/pqpk0001